



WPVI-TV PHILADELPHIA
4100 City Line Ave.
PHILADELPHIA PA 19131

Acknowledgment of Agreement Between WPVI-TV PHILADELPHIA and

DATE: 09-15-2012 PAGE: 1 of 4

SRCP MEDIA - 22066
ATTN: BETSY VONDERHEID
201 NORTH UNION STREET
SUITE 200
ALEXANDRIA VA 22314

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
398888	09-14-2012		0	SMITH FOR SENATE, TOM	TOM SMITH FOR SENATE	POLITICALS	WPVI - PHILADELPHIA

Agency Est#	CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title
11 15 273	243735	PHILADELPHIA	A. CLIFFORD	09-18-2012	09-24-2012	M (Broadcast Month, Cycle 1)	N	243735

Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: C : 11 P : 15 E : 273																	
1	09-18-2012	09-21-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	9	30		X	X	X				4	150	4	600.00
2	09-24-2012	09-24-2012	04:30AM - 04:59AM	MORNING NEWS 430-5AM MO-TH (7585)	9	30	X							1	150	1	150.00
3	09-18-2012	09-21-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30		X	X	X	X			4	700	4	2,800.00
4	09-24-2012	09-24-2012	05:00AM - 06:00AM	MORNING NEWS 5A MO-FR (6948)	8	30	X							1	700	1	700.00
5	09-18-2012	09-21-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30		X	X	X	X			4	1,100	4	4,400.00
6	09-24-2012	09-24-2012	06:00AM - 07:00AM	MORNING NEWS 6A MO-FR (6949)	9	30	X							1	1,200	1	1,200.00
7	09-18-2012	09-21-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30		X	X	X	X			8	1,200	8	9,600.00
8	09-24-2012	09-24-2012	07:00AM - 09:00AM	MORNING NEWS GMA 7A MO-FR (6910)	9	30	X							2	1,200	2	2,400.00
9	09-22-2012	09-23-2012	08:00AM - 09:00AM	WEEKEND SA-SU GMA (6911)	8	30						X	X	2	800	2	1,600.00
10	09-22-2012	09-22-2012	06:00AM - 08:00AM	WEEKEND NEWS 6-8A SA (6997)	8	30						X		2	600	2	1,200.00
11	09-23-2012	09-23-2012	06:00AM - 07:00AM	WEEKEND NWS 6-7A SU (7055)	8	30							X	1	550	1	550.00
12	09-23-2012	09-23-2012	07:00AM - 08:00AM	WEEKEND NWS 7-8A SU (7056)	8	30							X	1	550	1	550.00
13	09-22-2012	09-22-2012	09:00AM - 10:00AM	WEEKEND NWS 9-10A SA (10928)	8	30						X		1	800	1	800.00
14	09-23-2012	09-23-2012	09:00AM - 10:00AM	WEEKEND NWS 9-1030A SU (7057)	8	30							X	1	650	1	650.00
15	09-23-2012	09-23-2012	10:00AM - 10:30AM	WEEKEND NWS 1130A-12P SU INSIDE STORY (7	8	30							X	1	500	1	500.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 398888	Contract Dt 09-14-2012	Revision Dt	Rev# 0	Advertiser SMITH FOR SENATE, TOM	Brand TOM SMITH FOR SENATE	Product Code POLITICALS								Station/Market WPVI - PHILADELPHIA							
Agency Est# 11 15 273			CMS # 243735	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-18-2012	End Date 09-24-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243735						
Line	Start Date	End Date	Time Period	Description				RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: C : 11 P : 15 E : 273																		
16	09-23-2012	09-23-2012	12:00PM - 01:00PM	WEEKEND NWS 12-1P SU (7060)				8	30								X	1	500	1	500.00
17	09-18-2012	09-21-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30		X	X	X	X				4	600	4	2,400.00
18	09-24-2012	09-24-2012	09:00AM - 10:00AM	DAYTIME 9-10A WEEKKDAY (6912)				9	30	X								1	600	1	600.00
19	09-18-2012	09-21-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30		X	X	X	X				4	600	4	2,400.00
20	09-24-2012	09-24-2012	10:00AM - 11:00AM	DAYTIME 10-11A WEEKDAY (6913)				9	30	X								1	600	1	600.00
21	09-18-2012	09-21-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30		X	X	X	X				4	1,000	4	4,000.00
22	09-24-2012	09-24-2012	11:00AM - 12:00PM	DAYTIME 11A-12P MO-FR (6914)				9	30	X								1	1,000	1	1,000.00
23	09-18-2012	09-21-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30		X	X	X	X				4	900	4	3,600.00
24	09-24-2012	09-24-2012	12:00PM - 12:30PM	DAYTIME NOON NEWS WEEKDAY (6950)				9	30	X								1	900	1	900.00
25	09-18-2012	09-21-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				9	30		X	X	X	X				4	600	4	2,400.00
26	09-24-2012	09-24-2012	12:30PM - 01:00PM	DAYTIME 1230-1P WEEKDAY (6951)				9	30	X								1	600	1	600.00
27	09-18-2012	09-21-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30		X	X	X	X				4	600	4	2,400.00
28	09-24-2012	09-24-2012	03:00PM - 04:00PM	DAYTIME 3-4P MO-FR (7997)				9	30	X								1	600	1	600.00
29	09-18-2012	09-21-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				8	30		X	X	X	X				4	1,100	4	4,400.00
30	09-24-2012	09-24-2012	04:00PM - 05:00PM	EARLY NEWS 4P MO-FR (7239)				8	30	X								1	1,100	1	1,100.00

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Agency Est# 11 15 273			CMS # 243735	Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-18-2012	End Date 09-24-2012	Billing M (Broadcast Month, Cycle 1)						Package N	Contract Title 243735					
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$	
			Agency CPE: C : 11 P : 15 E : 273																	
31	09-18-2012	09-21-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	30		X	X	X	X			8	1,500	8	12,000.00	
32	09-24-2012	09-24-2012	05:00PM - 06:00PM	EARLY NEWS 5P MO-FR (6988)			9	30	X							2	1,500	2	3,000.00	
33	09-18-2012	09-21-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	30		X	X	X	X			4	2,500	4	10,000.00	
34	09-24-2012	09-24-2012	06:00PM - 06:30PM	EARLY NEWS 6P MO-FR (6989)			9	30	X							1	2,500	1	2,500.00	
35	09-22-2012	09-23-2012	06:00PM - 07:30PM	WEEKEND NEWS SA-SU 6-730P (6990)			8	30						X	X	2	1,200	2	2,400.00	
36	09-18-2012	09-21-2012	07:00PM - 08:00PM	ACCESS WEEKDAY (6991)			9	30		X	X	X	X			5	1,400	5	7,000.00	
37	09-18-2012	09-23-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30		X	X	X	X	X	X	6	2,500	6	15,000.00	
38	09-24-2012	09-24-2012	11:00PM - 11:35PM	LATE NEWS MO-SU (6969)			9	30	X							1	2,500	1	2,500.00	
39	09-18-2012	09-21-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)			8	30		X	X	X	X			4	1,300	4	5,200.00	
40	09-24-2012	09-24-2012	11:35PM - 12:02AM	LF NIGHTLINE (6970)			8	30	X							1	1,300	1	1,300.00	
41	09-24-2012	09-24-2012	08:00PM - 10:00PM	PRIME MO MOVIES/SPECIALS (7013)			9	30	X							1	8,000	1	8,000.00	
																	Contracted Gross Total:		105	124,100.00
																	Actual Gross Total:		105	124,100.00
																	Agency Commission:			18,615.00
																	Net Total:			105,485.00

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Agency Est# 11 15 273		CMS # 243735		Sales Office PHILADELPHIA	Account Executive A. CLIFFORD	Start Date 09-18-2012	End Date 09-24-2012	Billing M (Broadcast Month, Cycle 1)					Package N	Contract Title 243735							
Line	Start Date	End Date	Time Period					Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: C : 11 P : 15 E : 273																		
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total			
Sep 12		0.00			0.00			124,100.00			0.00							124,100.00			
TOTAL		0.00			0.00			124,100.00			0.00							124,100.00			

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